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ABSTRACT

Ninety-two films, filmstrips, multi-media kits, slides, and audio cassettes, produced between 1964 and 1974, are listed in this selective annotated bibliography on consumer education. The major portion of the bibliography is devoted to films and filmstrips. The main topics of the audio-visual materials include purchasing, advertising, money management, decision making, credit, consumer fraud, consumer law, and consumer agencies. The materials, classified according to elementary and secondary school levels, are intended to supplement courses in consumer education. The addresses of suppliers and the costs of the materials are provided. (DE)

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SELECTED AUDIO-VISUAL MATERIALS FOR CONSUMER EDUCATION

1974

NEW JERSEY

CENTER FOR CONSUMER EDUCATION SERVICES

SP007 967

New Jersey State Department of Education, Division of Vocational Education
Bureau of Vocational–Technical Program Services

The New Jersey Center for Consumer Education Services is an integral component of the New Jersey State Department of Education, Division of Vocational Education, Bureau of Vocational-Technical Program Services.

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Selected
Audio-Visual Materials
For
Consumer Education

1974

Prepared by

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Center for Consumer Education Services

1974

Preface

Shortly after the opening of the Center for Consumer Education Services in 1971, Dr. Irene Oppenheim prepared the first edition of this MONOGRAPH. Following its publication and distribution, it gained a reputation as being exceedingly helpful to teachers and others involved in consumer education. And, like all other listings of materials and/or resources, soon became a bit outdated. Consequently the first edition was updated and revised in 1972.

Since that time educational publishers and developers of audio-visual educational materials have supplied enough new teaching aids to warrant a complete replacement of our initial MONOGRAPH and its subsequent revision. This publication is therefore all new, with only three or four of the original listings being included.

The format has changed, too. Audio-visual materials are listed in groups, i.e. films, filmstrips, multi-media kits, slides, and audio cassettes. We have also expanded the annotations and included the date of publication. The addresses of suppliers and the costs of materials are as accurate as we could make them. Those materials which are included in our collection at CCES are indicated with an asterisk (*).

One word of warning to the reader. We have not attempted to list all available materials. Our selected list is limited by availability, date of publication, and to a great extent by our personal knowledge and evaluation of the materials. The listings are not intended to be complete -- nor does a listing herein necessarily indicate our endorsement.

Hopefully this publication will be of value to teachers of young consumers. Please remember, however, that an audio-visual teaching aid is exactly that -- and only that!! It cannot take the place of the teacher -- it can only assist the teacher!! We strongly suggest that these materials be previewed by the teacher before being used in a classroom situation.

William L. Johnston, Ed.D.
Director
Center for Consumer Education Services

June 1974

Films

*

Advertising: Information, Persuasion or Deception (1973) (Color - 12½ minutes)

Every purchase represents an attempt to satisfy needs and desires on many different levels -- from the most practical to the completely irrational. Advertisers try to reach the consumer on all these levels. Starting from this premise and employing a light but critical approach, the film helps students distinguish between the informational and manipulative uses of advertising.

Purchase: Journal Films, Inc., 909 West Diversey Parkway, Chicago, Illinois 60614 - $155.00

Rental: $11.00

Analyzing Advertising (1973) (Color - 13 minutes)

Acquaints young consumers with some of the techniques used by commercial advertisers to influence consumers to buy their products or services. Presents a variety of ads and commercials in several different media (magazines, newspapers, television, radio and billboards), then dissects and analyzes the advertisements. Presents examples of emotional advertising, celebrity advertising, the logical or factual approach and misleading or pseudo-factual advertising. Designed for use with elementary school students.

Purchase: Centron Educational Films, 1621 West Ninth Street, Lawrence, Kansas 66044 - $185.00

Rental: $18.50

*

The Buy Line (1972) (Color - 14 minutes)

(Also available in Spanish version)

The film opens with a rapid montage of contemporary visual advertising. We examine each ad, learning about psychological seduction, disclaimers, false and misleading statements, etc. We also examine good ads that provide decision-making information. Actual ads are presented (with product names masked) to illustrate how they use fantasy appeals to power, sexuality, popularity, and status to get the consumer to buy the product. Finally, a group of typical consumers, plus a Consumer Protection Specialist from the Federal Trade Commission, share their opinions about advertising and offer personal criteria for judging ads and their products.

Purchase: FilmFair Communications, 10900 Ventura Boulevard, Studio City, California 91604 - $180.00

Rental: $15.00

Caught! (1972) (Color - 24 minutes)

A film which depicts teenage shoplifting. Two girls are caught shoplifting in a department store. Methods of surveillance by store personnel and electronic devices are clearly shown. The film describes the extent of shoplifting and shows how this is not only morally -- but legally wrong. The film should be of particular interest to junior and senior high school students, but is acceptable for any age group. Certainly one of the most appropriate teaching aids concerned with the consumer's responsibility in the marketplace.

Purchase: National Retail Merchants Association, 100 West 31st Street, New York, New York 10001 - $230.00

Rental: $70.00 for five days

*

The Consumer Game (1973) (Color - 20 minutes)

Reviews psychological and motivational techniques used to sell a product. Explains the concepts of comparison shopping, unit pricing, convenient packaging, financing, guarantees and labels. These are applied to realistic situations spiced with tongue-in-cheek advertisements that illustrate the point. Arte Johnson of "Laugh In" fame is the host.

Purchase: Pyramid Films, Box 1048, Santa Monica, California 90406 $280.00

Rental: $20.00

*

Consumer Education: Budgeting (1968) (Color - 12 minutes)

Going it on your own for the first time may be the best way to learn the importance of a budget. This is aptly illustrated as two sisters are followed as they set up their own apartment, go on spending sprees and overextend their credit. The importance of individual budgets is demonstrated and the very important financial basis of living, based on sound budget planning, is covered.

Purchase: BFA Educational Media, 2211 Michigan Avenue, Santa Monica, California 90404 - $145.00

Rental: $8.00

*

Consumer Education: Installment Buying (1968) (Color - 13 minutes)

This film presents a vivid dramatization of the benefits and dangers of purchasing commodities on the installment plan. By viewing two sisters involved in the purchase of a car, every facet of installment buying is explored. Down payments, interest charges, maximum loan limits and many other important factors are presented.

Purchase: BFA Educational Media, 2211 Michigan Avenue, Santa Monica, California 90404 - $155.00

Rental: $8.00

*

Consumer Education: Retail Credit Buying (1968) (Color - 11 minutes)

A charge plate can become a spending hazard. It's so easy. Two sisters learn this the hard way. Father shows them the correct method of computing credit charges, The money paid in interest, and the various facets of buying on credit. The film also shows that credit buying can be an asset -- not always a liability.

Purchase: BFA Educational Media, 2211 Michigan Avenue, Santa Monica, California 90404 - $135.00

Rental: $8.00

Consumer Education: Who Needs It? (1972) (Color - 15 minutes)

Introduces problem areas for the consumer; food quality, pricing and labeling; automobile sales, service and safety; advertising practices; credit buying; and the need for consumer protection.

Purchase: Churchill Films, 662 North Robertson Boulevard, Los Angeles, California 90069 - $180.00

Rental: Write for quotation

*

Consumer Power: Advertising (1971) (Color - 22 minutes)

Mr. Ralph Nader, well-known consumer advocate, and Mr. Ted Factor, an advertising executive, address themselves to a set of very provocative questions regarding advertising's effect on our daily lives.

Purchase: BFA Educational Media, 2211 Michigan Avenue, Santa Monica, California 90404 - $285.00

Rental: $20.00

*

Consumer Power: Credit (1973) (Color - 20 minutes)

This is the second in a series of three films, the first dealing with advertising. Deals with consumer questions such as: To what extent does credit encourage customers to buy more than they need or can afford? How can the consumer protect himself from exorbitant charges and/or interest? How can the wise use of credit benefit the individual and our economy? Ralph Nader, and such people as consumers, businessmen, car dealers and bankers explore these and many other questions which face us daily.

Purchase: BFA Educational Media, 2211 Michigan Avenue, Santa Monica, California 90404 - $275.00

Rental: $22.00

*

Consumer Power: Whistleblowing (1973) (Color - 23 minutes)

Who is responsible for our society? What can we do to right the wrongs we perceive? This film directs the viewers' attentions to these questions. It is an important film for the new, more active citizen. Ralph Nader addresses himself to provocative questions. Informed citizens who have formed other points of view provide data and stir controversy designed to cause viewers to think and discuss problems that should concern us all.

Purchase: BFA Educational Media, 2211 Michigan Avenue, Santa Monica, California 90404 - $310.00

Rental: $25.00

*

Consumerism: Let The Seller Beware (1972) (Color - 22 minutes)

A segmented interview with Ralph Nader that highlights present and future issues facing consumers: automobile safety, pollution, faulty products, the quality and safety of foods, and mechanisms for enforcing consumer laws.

Rental: Consumers Union Film Library, 267 West 25th Street, New York, New York 10001 - Rental only: $10.00

*

A Credit Cart Bouquet (1973) (Color - 10 minutes)

This film discusses how one goes about getting the most from the "rental dollar" when borrowing money or financing merchandise. First-hand experiences from people of different backgrounds -- plus a little sage advice from a friendly flower-vendor, helps point up the fact that successful borrowing or obtaining credit, depends to a great extent on one's age, work history and other factors. We are urged to "read the fine print" and informed that lending institutions (i.e. banks, credit unions, etc.) charge different rates. Prior knowledge helps us more carefully choose the way in which we borrow.

Purchase: Communications Group West, 6335 Homewood Avenue, Suite 204, Hollywood, California 90028 - $130.00

Rental: $11.00

Deciding (1973) (Color - 14 minutes)

Documents a shopping excursion by a brother and sister to buy a birthday gift for their father. Concepts illustrated include: goals in relation to needs; setting limits on the financial resources available; developing a list of acceptable alternatives; evaluating available product information; judging of goods on the basis of need, cost and quantity; and beginning a new savings program for the next purchase. Designed especially for elementary school students.

Purchase: Centron Educational Films, 1621 West Ninth Street, Lawrence, Kansas 66044 - $185.00

Rental: $18.50

*

Food Labeling:
Understanding What You Eat (1973) (Color - 11 minutes)

By examining the process of labeling foods, this film raises some fundamental questions concerning nutrition. How can you know what you are eating? How can you identify the foods that are best for you? What should you be looking for in a given product, and how can you eat to solve a weight problem? What isn't on the label and is it important?

Purchase: Journal Films, Inc., 909 West Diversey Parkway, Chicago, Illinois 60614 - $145.00

Rental: $11.00

*

Foot In The Door (1972) (Color - 9½ minutes)

(Also available in Spanish version)

A potential victim of consumer fraud tells how a door-to-door salesman tried to sell her a color TV at her home. During the dramatized situation, she tells how her awareness of fraud came about because, as a resident of a low-income housing project, she had been victimized by a similar pitch a year earlier. Her alertness in the present case results in arrest of the salesman. The film continues with a police lieutenant, familiar with fraud, who describes several pitches that can entrap people (home improvement frauds, magazine sales, etc.), and lists basic questions to ask ourselves before signing a contract. Finally, a baby picture sales woman describes sales methods and some of her psychological tricks. The film closes as the door opens and the baby picture sales woman begins to "pitch" the viewing audience.

Purchase: FilmFair Communications, 10900 Ventura Boulevard, Studio City, California 91604 - $140.00

Rental: $15.00

*

Harry J. Woods Is At The Door (1973) (Color - 13 minutes)

Harry J. Woods is a travelling "con-man." Unlike representatives of the many reputable firms engaged in legitimate door-to-door sales, Harry J. Woods is a specialist in selling people things they wouldn't ordinarily purchase. This entertaining film follows Harry through a typical day's operation as he first convinces a young couple that they should invest in home improvement -- then talks an older man into buying nine magazines in order to get one free -- and pulls a fast switch on a harried housewife by leaving her an expensive sewing machine and very much in debt.

Purchase: Communications Group West, 6335 Homewood Avenue, Suite 204, Hollywood, California 90028 - $170.00

Rental: $17.00

*

Magical Disappearing Money (1972) (Color - 11 minutes)

(Also available in Spanish version)

A cheerful, slightly scatterbrained "food expert witch" appears in a supermarket and works her magic to draw the customers around her. Then, item by item, she explains, with accompanying magic, why certain purchases by the customers are unwise.

Purchase: FilmFair Communications, 10900 Ventura Boulevard, Studio City, California 91604 - $145.00

Rental: $15.00

*

The Money Tree (1971) (Color - 20 minutes)

The Money Tree can do as much to impress the need for consumer education on the minds of secondary school students as any instructional material we know of. The story is a tragedy -- but so are all broken marriages, especially when those affected are young, in love, and have the highest hopes and the brightest futures. In today's society many young people never consider the impact economic pressures can have on their futures. *The Money Tree* is an attempt to put the student into an "emotional" situation where he can identify with the pain and reality of human experience, and be motivated into discussions about the monetary problems that can exist in marriage. The story is real -- at least as real as the producers could make it. There are thousands of young couples in our social counseling agencies, and in our bankruptcy and divorce courts every day. It need not happen!

Purchase: AIMS Instructional Media Services, Inc., P.O. Box 1010, Hollywood, California 90028 - $260.00

Rental: $20.00 for three days, $5.00 each additional day

*

Not You Too! (1973) (Color - 8 minutes)

This film on the topic of consumer frauds illustrates many varieties of frauds perpetrated on the consumer. Some of the frauds included are: Unnecessary repairs of autos; mail order schemes; high pressure sales; phone solicitations. The film offers possible solutions to consumer fraud; letters of complaint to the company involved; and letter of complaint to the local police.

Purchase: Communications Group West, 6335 Homewood Avenue, Suite 204, Hollywood, California 90028 - $100.00

Rental: $12.00

*

On Your Own (1972) (Color - 23½ minutes)

Who can best interpret the true meaning of consumer and homemaking education in today's world? Students! And this film lets them tell, in their own words, what consumer and homemaking education means to them -- the impact on their lives today and their future. This realistic provocative film explores a wide range of instruction; a teacher and student group visit a supermarket to learn about pull dates on perishable foods; community consumer research projects, a classroom on wheels; community studies on renting versus home ownership; tire purchases, and automobile repairs; careers in child development and fashion merchandising; family relations, exploring goals and values and the decision-making process.

The film offers an overview of consumer and homemaking education curriculum and its interest and appeal to both boys and girls.

Purchase: FilmFair Communications, 10900 Ventura Boulevard, Studio City, California 91604 - $300.00

Rental: $30.00

*

The Owl That Gave A Hoot (1967) (Color - 15 minutes)

(Also available in Spanish version)

A cartoon film developed by the Office of Economic Opportunity expressly for low-income consumers. Although suitable for all ages, young students should be particularly pleased with the talking animals, especially the "shady" characters who take advantage of shoppers and then join in song.

Purchase: Sales Branch, National Audio-Visual Center (GSA), Washington, D. C., 20409 - $47.00

Rental: No longer available

*

Read Before You Write (1972) (Color - 6 minutes)

(Also available in Spanish version)

A young couple considers a typical installment purchase (a TV set). The film follows them from their obvious enchantment outside the store window to a new awareness when they learn to really examine a contract before they sign it. Inside the store, the couple is about to sign a contract when a consumer education program appears on "their" TV. It explains what a properly drawn installment contract should include: such as specific description of the purchase, written confirmation of special aspects of the sale, details on interest and other charges, how to renegotiate the contract, etc. The salesman winces and the couple listens. Their final decision to shop for better credit terms is made when the wife's arithmetic shows the high cost of low payments.

Purchase: FilmFair Communications, 10900 Ventura Boulevard, Studio City, California 91604 - $100.00

Rental: $10.00

*

The Supermarket (1964) (Color - 10 minutes)

A very humorous film, perhaps a bit outdated in terms of current fashions, but still worth using. There are no voices used in the film -- only background music. The film portrays persons shopping in a typical supermarket. Perhaps the most important message is that consumers can add to the cost of merchandise through careless shopping. Could well be used for any age group as an introduction into supermarket shopping.

Loan: Mrs. Margaret Clark, Regional Consumer Affairs, Representative, Sperry & Hutchinson, 30 Superior Drive, Natick, Massachusetts 01760 - No charge

There Is A Law Against It (1972) (Color - 8 minutes)

(Also available in Spanish version)

Four familiar consumer problems are introduced in this film; garnishment of wages, unauthorized auto repair work, payment demanded for a debt already paid, and a housewife pressured into signing a purchase contract by a door-to-door salesman. The film then dramatizes how new consumer laws in one state (California) protect the consumer in each case. It explains provisions of the laws, responsibilities of the businesses involved, and the steps the consumer should take. The film ends by emphasizing that it is up to the consumer to take advantage of these laws and that no law can protect the consumer from himself.

Purchase: FilmFair Communications, 10900 Ventura Boulevard, Studio City, California 91604 - $115.00

Rental: $10.00

This Is Fraud! (1972) (Color - 8 minutes)

(Also available in Spanish version)

A car advertised on TV has "just been sold" and the customer is steered to more costly buys -- the old "bait and switch" technique. A door-to-door vacuum cleaner salesman secretly spills additional dirt on the floor to make his machine seem better. A woman reminds a contractor that he said his stucco job would last "as long as the house" -- he says there is nothing like that in the contract she signed. The methods of recourse for such common consumer fraud cases are described -- e.g., trade association offices, small claims court, licensing bureau, district attorney's office, legal aid society, etc. Using three of the cases dramatized, the film underscores how certain danger signals in each case could have helped stop the fraud before it happened.

Purchase: FilmFair Communications, 10900 Ventura Boulevard, Studio City, California 91604 - $115.00

Rental: $10.00

*

Tommy's First Car (1972) (Color - 11 minutes)

(Also available in Spanish version)

Tommy is ready to buy his first car. At the used car lot, his father shows Tommy where to look for clues that can indicate the car's condition and possible necessary repairs -- tires, seat springs, foot pedals, shock absorbers, lights, etc. Getting the salesman's OK to have their own mechanic check out the car, the father, on the way, shows Tommy how to properly test the car's brakes, steering, and general condition of the engine. Finally, their mechanic goes over the car and gives them an estimated cost of necessary immediate repairs and the probable life of such items as the battery, brakes, etc. Tommy now has the facts, costs and understanding to make an intelligent decision.

Purchase: FilmFair Communications, 10900 Ventura Boulevard, Studio City, California 91604 - $145.00

Rental: $15.00

*

Using Money Wisely (1971) (Color - 18 minutes)

Ron Webster, a professional money management counselor, reacts to the cliches and excuses that the "man-in-the-street" offers. He introduces us to three typical families with money problems representing a cross section of economic levels. We follow them as they encounter, and reach solutions to their money management difficulties.

The film was prepared by the Credit Union National Association, and is geared to the adult with emphasis on the blue collar worker.

Purchase: Journal Films, Inc., 909 West Diversey Parkway, Chicago, Illinois 60614 - $240.00

Rental: $18.00

*

Why Do You Buy? (1972) (Color - 9½ minutes)

This film features Frank Frontlash and Mildred Maximum - they buy things. Frank and Mildred are modern consumers. In addition to their basic material needs -- food, shelter, clothing -- they also have some important psychic needs which they try to satisfy with the things they buy. The film, through a fictionalized and comical approach, focuses in on the emotional elements which enter into the buying decision. It further shows how advertising utilizes the emotional appeals to sway our buying decision.

Purchase: Journal Films, Inc., 909 West Diversey Parkway, Chicago, Illinois 60614 - $125.00

Rental: $9.00

Filmstrips

Advertising and Consumer Motivations (1972)

The objective of this six-minute filmstrip and record is to develop an awareness of the psychological appeals of advertising. It is planned to help students understand some of their own motivations in buying a product and/or responding to its advertising.

Purchase: Educational and Consumer Relations, J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, New York 10019 - $8.75

Free Loan: From the manager of your closest J. C. Penney store

Agencies That Protect The Consumer (1970)

Presents the protection afforded consumers by various federal and other organizations. Ranging in subject matter from feed and drug regulations to protection against deceptive advertising, price fixing and mail fraud, the program examines the regulatory processes of four federal agencies -- USDA, FTC, FDA, and Post Office Department. Six filmstrips with teacher's guide.

Purchase: Universal Education, 221 Park Avenue, New York, New York 10003 - $66.00 w/either records or cassettes

Alice In Consumerland (1974)

This series deals with the problems of consumers -- budgeting, comparison shopping, persuasive advertising, defective merchandise -- in a timely, motivating way young children will relate to. Stories are imaginative and characters are charming -- and designed for primary grade students. Titles are:

"When There's A Hole In Your Pocket"----------budgeting
"And This Little Bottle Went To Market"-----distribution
"Fables And Labels"------------------comparison shopping
"Catch A Commercial"----------------------TV advertising
"When Things Don't Work"----------------------complaints

Purchase: January Productions, 13-00 Plaza Road, Fair Lawn, New Jersey 07410 - $60.00 for set w/cassettes; $12.50 for individual titles w/cassette

Banking And Banking Services (1974)

Uses the case study approach to guide students in analyzing various types of financial institutions; comparing the merits and limitations of savings and checking accounts; and understanding additional banking services such as safe deposit boxes, traveler's checks and trust planning. Includes detailed teaching guide.

Purchase: Changing Times Education Service, 1729 H Street, N.W., Washington, D. C. 20006 - $43.50 w/cassettes; $39.00 w/records

Banking Series (1973)

A program designed to meet the needs of special education students entering the world of work. This is a low focabulary, high interest program exploring the ever important area of bank functions as applied to practical implementation. A sequential program that reinforces the student by use of visuals, audio, workbooks -- all very practical to the EMR student.

"How To Open Savings Accounts"
"How To Withdraw Money"
"Filling Out And Using Checks"
"Using Bank Forms"
"Using Bank Services"

Purchase: Interpretive Education, 400 Bryant Street, Kalamazoo, Michigan 49001 - Entire set: 5 filmstrips, 5 cassettes, 20 student workbooks, 1 teacher's manual - $119.00

*

Budgeting Series (1973)

Designed to meet the needs of special education students, this program helps the student learn why it is wise to budget, how to go about budgeting, and what a budget, as a tool, can do for him personally. The program has built in repetition, presented in high interest, low vocabulary fashion.

"What Is A Budget?"
"Why Budget?"
"What Are Expenses?"
"How To Budget"
"Budget Help"

Purchase: Interpretive Education, 400 Bryant Street, Kalamazoo, Michigan 49001 - Entire set: $119.00 w/cassettes, 20 student workbooks and teacher's manual

*

Buyer Be Wise (1973)

A set of six color sound filmstrips, available with either records or cassettes, and particularly suitable to secondary school use. The entire series may be purchased as a package -- or each title individually. Discussion guides are included which suggest a wide variety of student follow-up activities. Content is essentially accurate and presentation is current in all aspects. Each title also includes an additional thirty minute recorded interview with notable authorities in the consumer movement.

"The Consumer And Credit"
"Buying The Basics: Food and Clothing
"Wheels And Deals: Buying Cars And Motorcycles"
"Advertising And The Consumer"
"Consumer Be Warned: Frauds And Deceptions"
"Consumer Power And Social Change"

Purchase: Current Affairs, 24 Danbury Road, Wilton, Connecticut 06897 - Entire set: $135.00 w/records; $162.00 w/cassettes. Individual titles: $25.00 w/record and $30.00 w/cassette

*

Buyer Beware (1972)

Illustrates the wide variety of frauds and misrepresentations commonly found in advertising, recail practices and labeling; gives students specific awareness of what to watch out for as they make ordinary and special purchase. Discussion guide included.

Purchase: Guidance Associates, Pleasantville, New York 10570 - $17.50 w/record; $19.50 w/cassette

*
Buyer Beware (1971)

Presents in six sound filmstrips an overview of consumer rights, responsibilities, problems and alternatives. Examines interactions between consumer and producer, the ability of evaluating competitive goods, advertising and societal pressures. Titles are:

"Consumer Rights"
"Consumer Responsibilities"
"Consumer As An Individual"
"Consumer In Society"
"Alternative In The Marketplace"
"Something In Common"

Purchase: Westinghouse Learning Press, 100 Park Avenue, New York, New York 10017 - $91.50 w/cassettes; $79.50 w/records

*
Buying Right (1973)

This set of six sound filmstrips provides junior high and senior high students with an opportunity to learn how to buy what they do want and need, in the right place, at the right price. The filmstrips show how to avoid high-pressure salesmen, how to be sure he is not being cheated, how to tell a real bargain, and how to buy the kind of quality he needs. The guide for each filmstrip follows the "end" frame. There is an audio guide at the end of the recordings.

"Deciding To Buy"
"How To Shop"
"Traps To Stay Out Of"
"Getting What You Really Want"
"Recognizing Real Bargains"
"How To Buy"

Purchase: Eye Gate, 146-01 Archer Avenue, Jamaica, New York 11435 - Entire set: $62.75. Individual filmstrips: $8.25; individual cassettes: $5.50

*

Consumer At Large (1972)

This set features humorous interplay between the narrator and Charlie the consumer to help students learn the importance of educated buying. This entertaining and informative series is designed to instill an awareness and promote discussion of the subject of consumer knowledge and protection. Particularly appropriate for senior high school students - although junior high students will find it appropriate also.

"Budget Blues"
"Everyday Shopping Savvy"
"Buying The Big Ones"
"Shopping For Services"
"Cash Or Credit"
"Nurturing A Nest Egg"

Purchase: Coronet Instructional Media, 65 East South Water Street, Chicago, Illinois 60601 - Complete set: $73.00 w/cassettes; $58.00 w/records

*

Consumer Defense Mechanisms (1971)

This six-minute filmstrip has been prepared as an educational tool to help consumers understand their own behavior in the marketplace. Three psychological defense mechanisms are described: displace aggression, denial and rationalization in a light, humorous way.

Purchase: Educational and Consumer Relations, J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, New York 10019 - $4.25

Free Loan: From the manager of your closest J. C. Penney store

*

Consumer Education For The Elementary Grades (1974)

A program of three filmstrips to help prepare elementary students for a lifetime of enlightened consumership. Deals with basic precepts of wise buying and money management -- analyzing goals in relation to needs; setting limits on the financial resources available; developing acceptable alternatives; evaluating goods and services; etc. Titles are:

"Choosing What To Buy"
"Advertising And You"
"Consumership: Getting More For Your Money"

Purchase: Centron Educational Films, 1621 West Ninth Street, Lawrence, Kansas - $49.50 w/cassettes; $43.50 w/records

*

Consumer Education Series (1971)

This series of eight filmstrips (four in Part I and four in Part II) is designed to provide basic consumer information over the complete consumer spectrum. Essential facts and nomenclature originating with both the seller and the buyer.

Part I

"Money Management: Easy Come, Easy Go"
"Credit And Contracts"
"Housing"
"Food"

Part II

"Buying Protection: Health And Life Insurance"
"Furniture And Appliances"
"Transportation"
"Clothing"

Purchase: Aims Instructional Media Services, Inc., P.O. Box 1010, Hollywood, California 90026 - Consumer Education I: $60.00 w/cassettes or records; Consumer Education II: $60.00 w/cassettes or records

*

Consumer Education Series (1972)

Designed for junior and senior high school students, this filmstrip program covers not only the shady business practices of bunce artists and phony "inspectors," but also gives down to earth information on paycheck deductions, insurance, savings bonds, interest rates, stocks, federal packaging and labeling laws and who to turn to for legal help.

Each of the six filmstrips is designed to teach students hard facts and vital information about all areas of consumerism. Titles are:

"The All-American Consumer"
"Decisions, Decisions"
"Getting Ahead Of The Game"
"How To Be A Loser"
"The Law And Your Pocketbook"
"Your Money -- Now You See It , Now You Don't"

Purchase: Doubleday Multimedia, Box 11607, Santa Ana, California 92705 - Entire set: #73.50 w/records; $85.50 w/cassettes. Individual titles: $13.50 w/record; $15.00 w/cassette

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Consumer Education Series (1973)

A basic, realistic program designed with a high interest level for the student with learning disabilities. Takes the student through the various steps in gaining knowledge in consumer products, picking the best deals, knowing and understanding why some merchandise is marked lower, what is involved in advertising, and what information is contained on tags and labels.

"Understanding Tags And Labels"
"How To Judge Shopping Values"
"Shopping Tips"
"Bargain Hunting"
"How To Read Ads"

Purchase: Interpretive Education, 400 Bryant Street, Kalamazoo, Michigan 49001 - Complete set: $74.00 w/cassettes and teacher's manual

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Consumer Education Series (1972)

Designed for use in the senior high school, junior college or adult education, this series of six filmstrips discusses principles of intelligent buying, including development of government standards for industry, the wise use of money, and specific hints for consumers of food, clothing and used cars.

"Let The Buyer Beware"
"Money Is The Medium"
"The Consumer And The Government"
"How To Buy Clothes"
"How To Buy Food"
"How To Buy A Used Car"

Purchase: McGraw-Hill Films, 1221 Avenue of the Americas, New York, New York 10020 - Complete set: $90.00 w/teacher's manual

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The Consumer Series (1968)

Designed to give students a better idea of what it means to be a consumer in America, these three filmstrips depict our dual roles both as a consumer and as a producer. The process of matching an individual's wants and needs with all of his resources is traced to the final decision to buy or not to buy.

"Our Role As Consumers ..."
"Consumers In The Marketplace ..."
"Consumers In Action ..."

Produced for the Institute of Life Insurance.

Purchase: Association Films, 600 Grand Avenue, Ridgefield, New Jersey 07657 - $10.

The Exploited Generation (1969)

Probes the economic and cultural role of mass advertising in our society. Part I explores ways advertisers and manufacturers research youth's tastes and interests. Young people discuss buying habits and motivations, distinctions between wise and unwise buying,use of status, personal insecurity and conformism as selling tactics. Part II offers consumer orientation; discusses dealing with sales personnel, credit, buying, banking. Discussion guide included.

Purchase: Guidance Associates, Pleasantville, New York 10570 - $37.50 w/records; $41.50 w/cassettes

Getting Your Money's Worth -- Group I (1971)

This series of six color sound filmstrips presents information about consumer-related economic principles and practical money management. Students should be helped in learning basic consumer skills and seeing how intelligent consumer practices helps one get the most from his resources. Areas covered are indicated by the titles of the filmstrips. There is a teacher's guide with each filmstrip.

"Why You Need Consumer Know How"
"A Blueprint for Money Management"
"Buying Wisely"
"Making Credit Work For You"
"Saving To Reach Your Goals"
"Let The Buyer Beware"

Purchase: Society for Visual Education, Inc., 1345 Diversey Parkway, Chicago, Illinois 60614 - $58.50 w/cassettes; $52.50 w/records

Justice In The Marketplace (1974)

Shows students avenues of appeal open to them when they have been wronged in the marketplace. Informs them of services available from trade and business associations, consumer protection agencies, and attorneys. Two color filmstrips dramatize five situations involving young consumers seeking redress of grievances. Includes detailed teaching guide.

Purchase: Changing Times Education Service, 1729 H Street, N.W., Washington, D. C. 20006 - $43.50 w/cassettes; $39.00 w/records

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Learning About Consumer Education

This unit of four filmstrips illustrated for the younger student the importance of spending money wisely, the responsibilities inherent in purchasing power and the disappointment resulting from poor judgment when you buy. The series begins where education in family budgeting and economics ends -- where the child himself is directly involved, with his own pocket money and his own decisions to make. Excellent for grades two through five.

"Commercials On Television"
"Department Store Shopping"
"Mail Order Coupons"
"Novelty Buying"

Purchase: Doubleday Multimedia, Box 11607, 1371 Reynolds Avenue, Santa Ana, California 92705 - Complete set: $65.00 w/records or cassettes. Individual filmstrips: $20.00 w/record or cassette

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Let The Buyer Beware (1971)

This set of six color filmstrips is designed to provide the basic information adults and young people require concerning consumer education. Adult terms and concepts are presented through examples and situations that become meaningful to students. Most appropriate for intermediate grades and junior high school. The guide for each filmstrip follows the "end" frame. There is an audio guide at the end of the recordings.

"Everything Is Not What It Appears To Be"
"Can You Believe Advertising"
"Johnny Has One!"
"Measures, Values And Bargains"
"Use Quality And Service"
"Is It Safe!"

Purchase: Eye Gate, 146-01 Archer Avenue, Jamaica, New York 11435 - Complete set w/records $46.00; $47.50 w/cassettes. Individual filmstrips: $6.00. Individual cassettes: $5.50; records: 5.00

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Let's Go Shopping (1973)

An amusing racetrack-marketplace analogy introduces the viewer to the consumer's battle for value. Six dramatizations on two sound, color filmstrips involve comparison shopping, hunting bargains, the supermarket maze, evaluating services, and settling grievances. Each situation is open-ended and asks for decision making on the part of the students. Includes eight transparency masters and teacher's guide.

Purchase: Changing Times Education Service, 1729 H Street, N.W., Washington, D. C. 20006 - $43.50 w/cassettes; $39.00 w/records

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Making Ends Meet (1972)

Structures a model family budget emphasizing orderly allocation of money resources. Stresses the importance of staying within preset limits, maintaining flexibility in priorities, particularly when contemplating luxury purchases. Discussion guide included.

Purchase: Guidance Associates, Pleasantville, New York 10570 - $17.50 w/record; $19.50 w/cassette

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Managing The Family's Affairs (1971)

The subjects in this set of twelve color sound filmstrips are covered pragmatically. In each instance, direct experience with situations is presented and concrete solutions or methods of solution are suggested. The set can be best described by the titles of each filmstrip. Especially useful in home economics generally or in family education specifically.

"Learning To Live Together"
"The Budget -- Today And Tomorrow"
"Just Sign Here"
"The Family And Its Legal Rights"
"Help! This Is An Emergency"
"The New Home"
"Cash And Credit"
"How To Shop"
"As The Family Grows"
"The Family And Its Legal Responsibilities"
"Protecting What The Family Has"
"Family And Community"

Purchase: Eye Gate, 146-01 Archer Avenue, Jamaica, New York 11435 - Entire set: 111.00 w/cassettes; $108.00 w/records. Individual filmstrips: $7.00. Individual cassettes: $5.50; records $5.00

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Modern Consumer Education -- Supplement One (1972)

Designed as a self-instructional unit, this set of filmstrips (Color-sound-w/student workbooks) can be used independently or in conjunction with any other consumer education program. Filmstrip titles are:

"Modern Trends In Consumerism"
"Product Safety"
"Budgeting"
"Use Of Leisure Time"
"Investments And Retirement Planning"

Purchase: Grolier Educational Corporation, Spencer Division, 845 Third Avenue, New York, New York 10022 - $74.50

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Money Well Spent (1972)

Describes the vastness of our American economy; discusses the relationship between consumer and seller-advertiser; considers sales appeal based on consumer insecurity, gullibility; emphasizes the importance of digging hard information from ads and labels. Includes discussion guide.

Purchase: Guidance Associates, Pleasantville, New York 10570 - $17.50 w/record; $19.50 w/cassette

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The Price Of Credit (1972)

Dramatizes a used car "deal" to demonstrate deceptive sales practices; underscores the importance of reading all sales documents and insisting they be completed before signing. Explores credit problems; suggests comparison shopping for best credit terms. Includes discussion guide.

Purchase: Guidance Associates, Pleasantville, New York 10570 - $17.50 w/record; $19.50 w/cassette

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So You Want To Use Credit (1972)

Six real-life situations involving young persons dramatize the benefits, responsibilities and risks of using credit. Describes applying for credit, choosing the most beneficial plan, over-extending and abusing the use of credit, responsibilities for charges on lost credit cards, the legal relationship of creditor and debtor, and what "easy" credit really means. Includes six transparency masters and a teacher's guide.

Purchase: Changing Times Education Service, 1729 H Street, N.W., Washington, D. C. 20006 - $43.50 w/cassettes; $39.00 w/records

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So You Want Wheels (1972)

Five case studies involving young persons dramatize the costs, values and decisions involved in buying a new or used car. Viewing each open ended situation, students are asked to place themselves in the position of the central character in order to resolve the problem or dilemma presented. Includes eight transparency masters plus a comprehensive teaching guide with the two filmstrips.

Purchase: Changing Times Education Service, 1729 H Street, N.W., Washington, D. C. 20006 - $43.50 w/cassettes; $39.00 w/records

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Typical Gyps And Frauds (1973)

An examination of common gyps and frauds in the marketplace, how to spot them, and how to deal with them. Five realistic dramatizations involving young people describe home improvement frauds, deceptive proprietory schools, deceptive advertising, mail-order frauds, and deceptive money-making schemes. Included with the two filmstrips are 12 transparency masters and a teacher's guide.

Purchase: Changing Times Education Service, 1729 H Street, N.W., Washington, D. C. 20006 - $43.50 w/cassettes; $39.00 w/records

Using Your Money (1970)

This set of filmstrips was developed by the Credit Union National Association and is particularly useful when working with adults. A bound booklet accompanies the program - containing dialogue, introductory techniques, sample games, tests and a few transparency masters. Titles are:

"Using Someone Else's Money"
"Making The Best Buy In Foods"
"Buying Clothing"
"When You Buy A Car"
"Buying A House"
"Guarantees, Warranties and Services"

Purchase: Journal Films, Inc., 909 West Diversey Parkway, Chicago, Illinois 60614 - Entire series w/records $120.00; individual title w/record $22.00

You, The Consumer (1974)

Designed to help the primary student gain a better understanding of his relationship to the economy. Youngsters will be delighted with animated characters who teach them the basics of consumer education.

"Where Does The Allowance Go?"
"Blue Jeans, Bubble Gum, And Comic Books"
"The Commercial"
"It All Works Together"

Purchase: Society for Visual Education, Inc., 1345 Diversey Parkway, Chicago, Illinois 60614 - $34.50 w/records; $38.50 w/cassettes

Multi-Media Kits

Caveat: Consumer Education In Action (1974)

A multi-media kit -- boxed in an eye-catching colorful box -- deals with concepts and understandings related to advertising, earning a living, spending patterns, budgeting, consumer protection and regulation, and the multiple roles of consumer, producer and citizen. The package contains a consumer action handbook, five color sound filmstrips w/cassettes, ten overhead projectuals, five posters, a teacher's manual and additional readings in a consumer digest.

Purchase: J. B. Lippincott Company, Educational Publishing Division, East Washington Square, Philadelphia, Pennsylvania 19105 - $70.50 for teacher kit; $1.50 each for student readings; and $1.02 each student workbook

Consumer Law (1971)

Organized around the four consumer rights declared by President John F. Kennedy (the right to be informed, the right to safety, the right to choose, and the right to be heard), this kit presents opportunities for students to become informed of their legal rights and responsibilities as shoppers and consumers; the relationship of law to consumer rights; and the channels for redress of grievances. Contains teaching guide, transparency masters, students books, simulation game and wall charts.

Purchase: Changing Times Education Service, 1729 H Street, N.W., Washington, D. C. 20006 - $69.50

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Credit: A Consumer Resource (1970)

This multi-media unit on credit focuses on such major ideas as: attitudes about credit, different types of credit, reasons for and against buying on credit, and shopping for credit. The package contains a three-part filmstrip, case studies, transparencies and a teacher's guide.

Purchase: Educational and Consumer Relations, J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, New York 10019 - $8.00

Free Loan: From the manager of your closest J. C. Penney Store

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Decision Making For Consumers (1969)

Developed to provide a tool for teaching the intellectual approach to decision making. Theories about decision making as well as actual models are provided. Includes teacher's guide, playlets, hand puppets, filmstrip and a bulletin board "puzzle."

Purchase: Educational and Consumer Relations, J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, New York 10019 - $11.50

Free Loan: From the manager of your closest J. C. Penney Store

*

Dynamic Consumer Decision Making (1972)

By looking at some activities which people go through in decision making, students hopefully will appreciate the value of information in making decisions, will make decisions that are more consistent with priorities, better understand their decisions, and know that life quality is affected by consumer decisions. A complete, well designed and packaged multi-media teaching aid.

Purchase: Educational and Consumer Relations, J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, New York 10019 - $11.50

Free Loan: From the manager of your closest J. C. Penney Store

Housing (1974)

Designed to acquaint students with the wide variety of housing available, from mobile homes to high-rises; from furnished apartments to custom-built homes. Also to familiarize young consumers with legal and financial aspects of buying and renting; and to help them discover the hidden as well as obvious costs of maintaining a home, and guide them in deciding which is the better alternative for themselves -- buying or renting. The units are:

"Getting A Roof Over Your Head"
"Renting"
"Buying"
"Settling Down"

Purchase: Changing Times Education Service, 1729 H Street, N. W., Washington, D. C. 20006 - $69.50

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Insurance (1972)

Designed to help students gain an understanding of all types of insurance, to be able to define their goals and expectations involving insurance, and to sharpen their skills as insurance consumers. The four units are:

"Insurance: What It's All About"
"Life Insurance"
"Health Insurance"
"Property And Liability Insurance"

Includes teaching guide, student booklets, sound sheets, bulletin board displays, transparency masters and other resources.

Purchase: Changing Times Education Service, 1729 H Street, N. W., Washington, D. C. 20006 - $69.50

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Interact (1974)

A multi-media program using audio-visual materials and self-instructional activity books to help students function effectively in our society and the marketplace now and after they leave the classroom. Attempts to bring the marketplace into the classroom through spontaneous interviews and actual situations described by actual victimized consumers and consumer experts. Entire program includes six color filmstrips, records, and/or cassettes, thirty each of three different activity books, and a complete teacher's manual. Available in separate units or entire package.

Unit I: Budget and Credit
"Where Does All The Money Go?"
"Will It Be Cash Or Charge?"
Unit II: Advertising and Comparison Shopping
"They Say I Need It, Do I?"
"Is It Worth The Money?"
Unit III: The Consumer In Action
"Am I Being Taken? Caveat Emptor"
"Forceful Consumer: What Can I Do?"

Purchase: Pitman Publishing Company, Six East 43rd Street, New York, New York 10017 - Entire package: $168.50 w/records; $179.50 w/cassettes. Separate units: $64.50 w/records; $69.50 w/cassettes

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The Marketplace (1971)

Designed to teach students to evaluate advertising; show them how to avoid common gyps and frauds; and alert them to the importance of warranties, guarantees and labels. This multi-media kit contains a simulation game, bulletin board projects, case studies and a wide variety of additional resources. A detailed teaching guide is included. Units are:

"How To Use Advertising"
"Avoiding Gyps And Frauds"
"Safeguards For Shoppers"

Purchase: Changing Times Education Service, 1729 H Street, N. W., Washington, D. C. 20006 - $44.50 including 30 copies each of two student booklets

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Modern Consumer Education (1970)

A comprehensive, self-instructional, multi-media program which can be particularly good for individualized instruction in the senior high school. Cassettes are available either in the original, low-level format or in the GREEN TRACK fast paced tapes geared to the more capable learner. Available as a complete set -- or more recently in MODS.

Module 1 - "Food, Clothing And Shelter".....$44.00
Module 2 - "Cars, Furniture And Appliances"..... 48.00
Module 3 - "Protecting Family Health And Security".. 52.00
Module 4 - "You And The Law"..... 38.00
Module 5 - "Ways To Handle Money"..... 42.00
Module 6 - "Ways To Shop"..... 72.00

Purchase: Grolier Educational Corporation, Instructional Systems Division, 845 Third Avenue, New York, New York 10022 - Entire program: $237.00

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Money Management (1970)

Inquiry-oriented activities designed into this multi-media kit should lead students to a better understanding of earning, spending, borrowing, saving and budgeting. Cartoons, questionnaires, role-playing situations, and other activities involve students in job interviews, filling out income tax and social security forms, preparing budgets, analyzing sources of loans and comparing savings plans. Includes teaching guide, transparency masters, and students booklets.

Purchase: Changing Times Education Service, 1729 H Street, N. W., Washington, D. C. 20006 - $49.50

Personal Money Management (1973)

This tape-transparency package is designed to supplement any teaching unit which deals with individual income and money matters. One of its major advantages is its flexibility which results from the use of selected lessons and transparencies to reinforce concepts under discussion. Could be used for individual study or class supplementary materials. Designed for use in secondary schools.

Purchase: Paul S. Amidon & Associates, Inc., 5408 Chicago Avenue South, Minneapolis, Minnesota 55417 - $69.50

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Priorities, Decision, Security (1971)

A multi-media learning kit geared to interest youth primarily with the role of life insurance in a young life style. Covers topics such as financial planning, setting priorities, utilizing resources, and particularly - life insurance. Produced by the Institute of Life Insurance.

Purchase: Association-Sterling Films, 600 Grand Avenue, Ridgefield, New Jersey - $20.00

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Saving And Investing (1973)

An excellent teaching aid is showing students how to make their money grow through regular savings plans; helping them understand the workings of the stock market and savings institutions; alerting them to the advantages and risks of real estate and commodity investing. Units are:

"Making Your Money Grow"
"Saving: Fixed Yield Investments"
"Investing: Varying Yield Investments"
"Your Financial Program: Goals and Guidelines"

Simulation game, classroom sets of case study booklets and colorful graphics highlight this resource kit.

Purchase: Changing Times Education Service, 1729 H Street, N. W., Washington, D. C. 20006 - $69.50

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Smart Spending (1971)

This unit on consumer education is one of the most detailed in terms of identifying specifics for the teacher. The unit itself could be covered generally in two to four weeks -- but could be expanded for use over a longer period of time. It is aimed at helping students understand that spending money wisely requires specific information and decision-making skills. Includes a record, two filmstrips, 20 copies of a student booklet, a packet of clothing tags, three role-playing scripts, two sets of problem cards, and a most detailed teacher's guide.

Purchase: Olcott Forward, Inc., 234 North Central Avenue, Hartsdale, New York 10503 - $65.00

Slides

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Be A Better Shopper (1968)

Although listed as a set of slides, this kit contains a record (tape), worksheets and a teaching guide. The presentation is relatively simple, but very attractive. Designed for use with high school students through adult education classes. Contains 100 slides.

Purchase: Cornell University, New York State College of Agriculture and Human Ecology, B-22 Mann Library Building, Ithaca, New York 14850 - $20.00

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Consumer Protection (Revised) (1972)

Presents examples of several kinds of gyps, swindles, frauds and unsafe products with emphasis on the governmental agencies which have jurisdiction over each. Featured are the Federal Trade Commission, the Food and Drug Administration, and the Post Office Department. Excellent for upper grades and adults. Contains 79 slides, audio tape, and script.

Purchase: Media Resources Center, 121 Pearson Hall, Iowa State University, Ames, Iowa 50010 - $21.50

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The Consumer Revolution (1970)

Still one of the better audio-visual supplemental aids to explain to students the "whys" and the beginnings of consumerism. Perhaps it can be criticized for validity, but brings to the alert and competent teacher another approach to consumerism. Probably best used in senior high school, college or sophisticated adult groups. Contains 64 slides and cassette tape.

Purchase: Chamber of Commerce of the United States, 1615 H Street, Washington, D. C. 20006 - $20.00

*

The Credit Generation (Revised) (1971)

Generally comprehensive coverage of the growth of credit as an economic tool in our society. Appropriate for use with high school and adult groups. Entire kit contains the script, 80 slides, cassette tape and other incidentals.

Purchase: Associated Credit Bureaus, Inc., Member Services Department, 6767 Southwest Freeway, Houston, Texas 77036 - $35.00

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The Irresponsible Consumer (1971)

Much is written and said about the responsibility which the corporate sector has toward the consumer, but this is one teaching resource which points out that each consumer is expected to exhibit responsible behavior in the marketplace. Designed for secondary through adult education. Consists of 80 slides, cassette tape and script.

Purchase: Media Resources Center, 121 Pearson Hall, Iowa State University, Ames, Iowa 55010 - $21.50

*

To Market . . . To Market (1970)

Depicts the art of shopping in the modern marketplace. Provides insight into shopping today, with a brief look at the background of modern merchandising techniques and what's behind the price tags. Suggestions are given on how the consumer can save time and money and use safeguards available to him. Appropriate for high school, college and adult groups. Contains 48 slides and script.

Free Loan: Mrs. Margaret Clark, Regional Consumer Affairs, Representative, Sperry & Hutchinson, 30 Superior Drive, Natick, Massachusetts 01760

Audio Cassettes

Before You Buy: A Course In Consumer Credit (1973)

An eight lesson program with accompanying student workbooks. Presents information necessary to deal effectively with consumer credit through a variety of people -- bankers, a psychiatrist, a bankruptcy lawyer, people in trouble with credit, and those learning to handle it. Throughout the program, young people add commentaries and questions.

"People In Trouble With Credit"
"Dynamics Of Credit"
"The Credit Decision"
"Shopping For Money"
"Lending Institutions"
"Lender/Creditor Relationship"
"Bankruptcy"
"Laws That Protect The Consumer"

Purchase: Universal Education, 221 Park Avenue, New York, New York 10003 - $85.00 including 30 student workbooks and teacher's guide

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Dollars And Sense (1971)

A set of twelve lessons using much interviewing with officials of governmental consumer agencies. Valuable as a means of broadening the background of teachers -- and may also be used as resource materials for secondary school students.

Purchase: Combined Motivation Education Systems, Inc., 6300 River Road, Rosemont, Illinois 60018 - $47.95

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Consumer Sense (1972)

Involves students in typical consumer situations, aimed at developing practical knowledge of money management and the consumer's role in the economy. Motivational techniques, sound effects, and dramatizations promote student interest in doing the exercises and activities. Student response book contains 10 two-page response sheets to be worked in conjunction with each taped lesson. The ten cassette inquiry lessons are titled:

"The Consumer Game - Your Role As A Consumer"
"It's Your Money - Planning Budgets"
"Facts Or Fluff - How To Use Advertisements"
"One Born Every Minute - Deceptive Advertising And Selling"
"Your Consumer Quotient - Getting What You Want"
"Before You Sign - What Is Credit"
"Up To Your Ears - Managing Credit"
"The $64,000 Question - Saving And Investing"
"See You In Court - Consumer Rights And Responsibilities"
"The Complete Consumer - Self-testing Review"

Purchase: Coronet Instructional Media, 65 East South Water Street, Chicago, Illinois 60601 - Complete set $85.00 with 30 student response books and teacher's manual. Set of 10 additional student response books $6.00

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Consumer Skills (1972)

This collection of audio-cassette packages contain a down-to-earth introduction to intelligent thoughtful purchasing, saving, and budgeting. Each cassette is packaged individually with a teacher's guide and thirty-six student worksheets. Suggested for use in grades 10 through 12.

"Wise Consumer Spending"
"Consumer And Credit
"Consumer And Saving"
"Adventures In Consumerland"
"Consumer And Experts"
"Consumer And Cars"

Purchase: Three M Company, Mincom Division, 3M Center, St. Paul, Minnesota 55101 - Entire set of six: $59.70. Individual packages: $9.95

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MONOGRAPHS

I - CONSUMER EDUCATION: AN INTERDISCIPLINARY APPROACH - A basic statement concerning consumer education and its importance in the educational program of all elementary and secondary schools. Defines consumer education -- what it is and what it is not -- and suggests means for including it in the curriculum.

II - SELECTED AUDIO-VISUAL MATERIALS FOR CONSUMER EDUCATION - An annotated bibliography of selected and audio-visual materials appropriate for use in consumer education classes. Includes films, filmstrips, slides, transparencies and multi-media resource packages with reference to source and cost.

III - A SURVEY OF EXISTING CONSUMER EDUCATION PRACTICES IN NEW JERSEY SCHOOLS - A detailed report of a survey conducted by the Center for Consumer Education Services at the close of the 1970-71 school year. Results are presented in narrative form, with wide use of tables. An excellent overview of consumer education which supports most assumed practices, but reveals some unexpectations.

IV - CONSUMER EDUCATION IN THE SCIENCE CURRICULUM - This publocation presents a strong argument for a consumer oriented approach to the school science curriculum. The reasons for introducing consumer science, as well as explanations on how to do it, are clearly indicated. Many ideas for consumer oriented science projects are given, including a suggested outline for organizing the activity, and a sample unit on testing and rating shampoos.

V - CONSUMER EDUCATION IN THE ENGLISH CURRICULUM - This publication has been prepared to provide teachers of English with a springboard for action. It is not a curriculum guide or a course of study -- it contains only ideas, suggestions, and motivation for English teachers to use in developing their own contribution to a truly "relevant" area of education today -- consumer education.

VI - TEACHING CONSUMER EDUCATION: A COMMON-SENSE APPROACH - An extremely practical, logical statement which defines and explains basic components of consumer education; motivates and guides school personnel in planning and teaching this vital subject area; presents a positive approach to program implementation; and explores the lofty educational potentials of consumer education.

ALL MONOGRAPHS are distributed free of charge to local school superintendents, county superintendents, state department personnel, college and university personnel, and advisory committee members. Visitors to the Center for Consumer Education Services may receive complimentary copies. Additional copies of all MONOGRAPHS are available at a cost of $1.00 per copy from: Vocational-Technical Curriculum Laboratory, Building 4103 - Kilmer Campus, Rutgers University, New Brunswick, New Jersey 08903.

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